

Big Sky Value ...

- ◆ **The *Montana Tourism & Recreation Strategic Plan 2003-2007***: 3rd in a series of Plans developed by Montana's Tourism and Recreation Industry.
- ◆ The Plan is a **blueprint for actions building on Montana's tourism and recreation successes**, ensuring that the industry remains a positive contributor to Montana's economic and social well-being.
- ◆ The Plan's development was an **inclusive process involving hundreds of Montanans** from around the state involved in or affected by tourism and recreation. Seventy-five stakeholder groups and hundreds of their members participated.
- ◆ This is not an agency plan or a private sector plan, it is a **plan for everyone** involved in or interested in Montana's tourism and recreation.

- ◆ Montanans created **six guiding principles** for the plan:



1. Serve the needs of Montanans first
2. Manage tourism and recreation for sustainability
3. Maximize economic & social benefits
4. Retain local control
5. Respect diverse needs and perspectives
6. Collaborate to resolve issues.

- ◆ **The Plan has three main action areas:** Managing Information, Managing Assets, Creating Teams. Some priority actions are highlighted below:

Managing Information

- Coordinate and maximize benefit of state, regional, private advertising and promotion
- Create new tourism and recreation products through packaging; convenience sells
- Refine and/or create Montana niche in focused markets such as winter recreation, meetings and conventions, heritage/cultural traveler

Managing Assets

- Complete implementation of statewide Lewis & Clark interpretive sign strategy
- Educate visitors about ethics and responsibilities on public & private lands
- Develop more "user friendly" sign guidelines services, attractions & businesses wanting to post signs on the Interstate and state highway system
- Continue community and statewide tourism facility improvement assistance programs

Creating Teams

- Create better mechanisms for Montana's tourism businesses to use Montana agricultural products
- Identify partnerships that can help address Montana's tourism facility, business and service needs with both technical and financial resources
- Improved "edu-structure" for state's tourism and recreation industry

- ◆ **Successful implementation of the plan by stakeholders will result in economic development and quality of life benefits for Montanans.**

